INTELLIGENT TRANSPORTATION SOCIETY OF AMERICA

400 Virginia Ave., S.W., Suite 800
Washington, D.C. 20024-2730

(202) 484-4847 • FAX (202) 484-3483

International ITS Information Clearinghouse
Fact Sheet #1
Route Guidance in the U.S.

Company: Oldsmobile Division of the General Motors Corporation
Product Name: Guidestar, GPS-based
Cost: $1,995 MSRP
Description: This in-vehicle navigation system is currently available as an option on Oldsmobile Eighty-Eight models in California, Michigan, Indiana, Florida, Georgia, and Illinois. The system will be available in Washington DC, Maryland, Virginia, New York, New Jersey and Rhode Island in early 1995. The system will be available nationally in the first quarter of 1996 (1).

Company: Sony
Product Name: NVX-F160, GPS-based
Cost: $2,995 MSRP
Description: This in-vehicle navigation system is currently available at major car stereo dealers throughout California and Nevada (2).

Company: Avis Rental
Product Name: Guidestar, GPS-based
Cost: Not Available
Description: Avis is making vehicle navigation available through its rental fleet. The system was developed by Zexel and manufactured by Rockwell. The system is currently available in the San Francisco Bay area, San Jose and South Florida. Final testing is now being conducted in the following areas: parts of Metropolitan NY, Greater Detroit, areas of Illinois including Chicago and areas of Indiana including Indianapolis (3).

Company: Delco Electronics
Product Name: Telepath 100, GPS-based
Cost: $800 (estimated)
Description: This in-vehicle navigation system provides distance and direction to selected destinations. Telepath 100's lower cost is attributable to its being fully integrated into a car stereo. The system will be introduced in 1995 and is currently being field tested by Avis rental cars in Indianapolis (4).

Company: Hertz
Product Name: NeverLost, GPS-based
Cost: Not Available
Description: Hertz is making vehicle navigation available through its rental fleet. The system will be available in December 1994 in California and Florida and in Atlanta, Boston, Chicago, Detroit, New York, and Washington DC. (13).

Company: Pioneer
Product Name: GPS-X77, GPS-based
Cost: $2,700
Description: Pioneer will begin to sell it's in-vehicle navigation system in the U.S. in January 1995. Pioneer expects to sell 3,000 units in 1995 (5).

Company: Amerigon Inc.
Product Name: AudioNav, non GPS-based
Cost: under $500 (estimated)
Description: This in-vehicle navigation system features interactive voice system technology. AudioNav was marketed by **Alpine, Clarion, Fujitsu Ten's Eclipse and Kenwood** at the Consumer Electronics Show in Las Vegas, January 1995 (6).

Company: Rockwell
Product Name: PathMaster, GPS-based
Cost: Not Available
Description: In the near future Rockwell plans to sell a vehicle navigation system called PathMaster which will be one of the most advanced route guidance systems on the market. The system will be available through the automotive aftermarket (7).

Company: Mercedes Benz
Product Name: APS (Auto-Pilot System), GPS-based
Cost: Not Available
Description: This in-vehicle navigation system will be available on some 1996 models. APS uses computer technology developed with Bosch and Blaupunkt. The system guides the driver to destinations with a dash-mounted display and synthesized voice commands (8).

Company: Siemens
Product Name: Ali-Scout, non GPS-based
Cost: Not Available
Description: Ali-Scout is a beacon-based dynamic route guidance system being tested as part of FAST-TRAC, an operational field test in Oakland County, MI (9).

Company: Motorola
Product Name: Not Available, GPS-based
Cost: Not Available
Description: Motorola is providing the dynamic route guidance system as part of the ADVANCE operational field test in the Chicago area (10).

Company: Clarion
Product Name: NAX-500, GPS-based
Cost: $1,500
Description: Clarion's in-vehicle navigation system uses dead-reckoning and speed sensors that tie into the car's engine management system. Clarion hopes to market the system by the end of 1995 (11).

Company: Itochu International
Product Name: Not Available, GPS-based
Cost: Not Available
Description: This in-vehicle navigation system was showcased at the Winter Consumer Electronics Show. The system uses Etak software and will be available at the end of 1995 (12).

References:

1. Oldsmobile news release, 11/21/94, atis.017*
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6. Autoweek, 12/20/93, atis.039; Amerigon news release, 1/6/95, atis.024
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8. Autoweek, 10/3/94, atis.033
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10. Advance project description, atis.009; Navtech news release, 9/6/94, atis.016
11. "Mobile Navigators are Getting Vocal," Twice, 1/23/95, atis.044
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13. Hertz news release, 10/5/94, atis.051

(* catalog numbers from the National ITS Program Database)

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Contact:
Stephen G. Gehring
Phone: (202) 484-2897
E-mail: sgehring@spaceworks.com

Delco Lowers Price On Bus Safety System

Financially strapped school districts looking to improve child safety on their buses will find Delco Electronic's FOREWARN System significantly cheaper thanks to a $700 price reduction announced by the company.

FOREWARN, first introduced by Delco in 1993, is designed to detect motion in specific danger areas around school buses. It uses beamed and reflected microwave radar to keep track of children getting on or off buses when they are in the driver's blind spots.

Delco announced the dramatic price reduction of its Object Detection System citing improved design and manufacturing production processes and costs as the reason it is now able to offer the lower price. The system is now available at the new price of $1,195 through school bus builders and distributors and can also be bought for after-market installation.

Ford, Motorola Roll Out Mayday System

Ford and Motorola have teamed up to make available the first American designed and manufactured emergency messaging system to be installed as original equipment on U.S.-built automobiles. Executives from the two companies jointly announced plans in April to offer what they call the Remote Emergency Satellite Cellular Unit (RESCU) on the Lincoln Continental beginning next year.

RESCU combines cellular telephone and Global Positioning Satellite (GPS) technology and is designed to automatically transmit the vehicle's location to a response center when the emergency button is pushed. That information is then relayed to the nearest 911 system or Lincoln's Commitment Roadside Assistance Program.

Based on Motorola's OEM U.S. AMPS cellular telephone, the system can also be used for routine telephone calls, according to Robert Denaro, the company's director of Position and Navigation Systems Business

Trimble Gets Nod From Japan's Xanavi For GPS

Executives at Trimble Navigation, Ltd. significantly increased their company's share of the international ITS market recently by agreeing to link its Global Positioning (GPS) technology with Japan's Xanavi Informatics Corporation's new car navigation system.

Trimble and Xanavi jointly announced the new agreement in late April, saying it clears the way for them to market what they call, "the most precise in-vehicle navigation system available today."

Xanavi, a joint venture between the Hitachi and Nissan Motor Companies, will add the navigation system to the suite of in-car multi-media products now available in autos built by the two companies, according to Kazutoshi Hagiwara president and CEO of the company

Florida Utility Adopts ITS Technology To New Use

Florida gas company officials gave high marks to AirTouch's Teletrac data messaging system recently, saying the system helps utility workers to more rapidly and cost effectively collect and analyze critical data.

According to state officials, the gas company uses Teletrac to augment its regular radio communications system. "It is an important new tool that helps us document our response to every reported gas leak as required by State Public Utilities Regulations," said Jim Atkins, assistant division operations manager at the Florida Public Utilities Commission.

"Our drivers also use Teletrac to send pre-formatted messages to dispatchers giving site arrival and departure times and out of service and couldn't get in (CGI) notifications in order to keep the radio net open for more detailed communications," he says.

Teletrac was designed by AirTouch as a fleet management system and is in use by more than 1,100 U.S. businesses and government agencies.

SAIC Subsidiary Acquires TST International

Syntonic Technology Inc., a subsidiary of Science Application International Corp. (SAIC), has extended its global reach into the Pacific Rim with the acquisition of a Brisbane, Australia-based automated toll collection systems manufacturer.

SAIC's Syntonic acquired TST International and its proprietary line of toll collection equipment that includes automatic coin and note machines, lane gates and status indicators, vehicle classification systems, and toll plaza computer hardware in April, according to a company spokesman.

With the acquisition, Syntonic also picks up the Australian company's growing list of domestic and international customers that includes several U.S. state turnpike and toll road authorities and transportation authorities in Indonesia and Hong Kong.

. While terms of the acquisition were not released, Syntonic President Russell S. Lewis did say it would definitely accelerate the growth of the company and would also provide an opportunity to introduce its existing ITS product line into that rapidly growing market area as well.